



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF BUSINESS STUDIES

UNIVERSITY EXAMINATIONS FOR
MASTERS OF BUSINESS ADMINISTRATION

BMG 5102: MANAGEMENT INNOVATION

END OF SEMESTER EXAMINATIONS

SERIES: AUGUST 2013

TIME: 3 HOURS

INSTRUCTIONS:

– Answer any **FOUR** questions.

This paper consists of Two printed pages

QUESTION 1 (Compulsory)

- ‘ Innovation is our life blood- www. Siemens.com
‘Innovation distinguishes between a leader and a follower’’ Steve job. Expand on the two statements above. **(10marks)**
- Briefly discuss with examples the **FOUR** main dimensions of change/Innovation. **(10marks)**
- Distinguish between Incremental Innovation and continuous Innovative. **(5marks)**

QUESTION 2

Discuss in details 3 static and 3 static and 3 dynamic models of innovation, illustrating your answer with local examples. **(25mark)**

QUESTION 3

Identify an organizations of your choice in the Kenyan market and clearly illustrate how the management have exploited the six main sources of innovation as identified by peter Drucker. **(25marks)**

QUESTION 4

Modern Organizations have adopted various Innovation management tools in order to survive in the ever increasing competitive world. Under the four main classification listed below, discuss in details 2 management tools, illustrating clearly how they being utilized.

- i) General Innovation tools (6marks)
- ii) Product Innovation tools (6marks)
- iii) Managerial Innovation tools (6marks)
- iv) Process Innovation tools (7marks)

QUESTION 5

- a) With use of examples differentiate between Innovation and creativity. (5marks)
- b) Discuss in details the six key stages Involved in creative process using local examples. (20marks)

QUESTION 6

- a) Discuss in details the four main stages that are generally Involved in new product development. (16marks)
- b) Discuss briefly the three key methods organizations can generate and acquire knowledge. (9marks)